



KMOV  
One Memorial Drive  
St. Louis, MO 63102

Dudley Media  
919 Catharine Street  
Philadelphia, PA 19147-2740

## Contract #

**861652**

**Schedule Dates** 10/30/12-11/06/12  
**Advertiser** Bill Haine (40266)  
**Agency** Dudley Media (8442)  
**Product** Political - State Senate (1179)  
**Brand** DEMOCRAT (169542)  
**Salesperson** Johannessen, Jordan (2818)  
**Sales Office** TeleRep - New York  
**Buyer Name** DUDLEY,BOB  
**Phone/Fax** (318) 465-4764 /  
**CPE** N/A  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Standard  
**Comments** BILL HAINE FOR SENAT  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 10/12/12  
**Last Modified** 10/12/12  
**Entered By** Betsy Waxberg  
**CO-OP** No  
**Headline #** 06368173  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,676.75  
**Net Total** \$32,168.25  
**Sales Tax**

## St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Nov. 2012	73	\$37,845.00
<b>Grand Total:</b>	<b>73</b>	<b>\$37,845.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	4:30A- 4:59A (CT)	4		X	X	X	X			4	\$40.00	\$160.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
2.0	Normal Line / SPOT	11/05/12-11/06/12	2	:30	4:30A- 4:59A (CT)	2	X	X						2	\$40.00	\$80.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
3.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	131968- CBS This Morning	4		X	X	X	X			4	\$160.00	\$640.00	St. Louis (KMOV) (KMOV)	1	10/12/12
4.0	Normal Line / SPOT	11/05/12-11/06/12	2	:30	131968- CBS This Morning	2	X	X						2	\$160.00	\$320.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
5.0	Normal Line / SPOT	11/01/12-11/01/12	2	:30	20015- News @ 6am M-F					1				1	\$270.00	\$270.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
6.0	Normal Line / SPOT	11/05/12-11/06/12	2	:30	20015- News @ 6am M-F	2	X	X						2	\$270.00	\$540.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
7.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	137124- Katie	4		X	X	X	X			4	\$125.00	\$500.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
8.0	Normal Line / SPOT	11/05/12-11/06/12	2	:30	137124- Katie	2	X	X						2	\$125.00	\$250.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
9.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	20023- News @ 12noon M-F	4		X	X	X	X			4	\$500.00	\$2,000.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
10.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	20023- News @ 12noon M-F		1							1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
11.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	12:28P- 3P (CT)	8		X	X	X	X			6	\$270.00	\$1,620.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
11.0.1	Preempt	10/30/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
11.0.2	Preempt	10/30/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	

## CONFIRMATION CONTRACT

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**Brand**

DEMOCRAT (169542)

**Salesperson**

Johannessen, Jordan (2818)

**Sales Office**

TeleRep - New York

**Buyer Name**

DUDLEY,BOB

**Phone/Fax**

(318) 465-4764 /

**CPE**

N/A

**Account Types**

National/Political Candidate - Agency

**Billing Type**

Standard

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Betsy Waxberg

**CO-OP**

No

**Headline #**

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**Demo****Order Type**

Normal

**Package Deal****Commission %**

15.00

**Commission**

\$5,676.75

**Net Total**

\$32,168.25

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Grand Total:

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12.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	12:28P- 3P (CT)	2		2						2	\$270.00	\$540.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
13.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	20022- Price is Right	4		X	X	X	X			4	\$450.00	\$1,800.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
14.0	Normal Line / SPOT	11/05/12-11/06/12	2	:30	20022- Price is Right	2	X	X						2	\$450.00	\$900.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
15.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	28663- Dr. Phil	4		X	X	X	X			4	\$500.00	\$2,000.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	28663- Dr. Phil	1		1						1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
17.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	20757- News @ 5:30pm Su								1		\$500.00		St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
17.0.1	Preempt	11/04/12															St. Louis (KMOV) (KMOV)	S/I-Incorrect Entry/Exception - NFL	
18.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	20054- News @ 5pm M-F	4		X	X	X	X				\$750.00		St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
18.0.1	Preempt	10/30/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - rate - show is over sold	
18.0.2	Preempt	10/30/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - rate - show is over sold	
18.0.3	Preempt	10/30/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - rate - show is over sold	

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18.0.4	Preempt	10/30/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - rate - show is over sold	
19.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	20054- News @ 5pm M-F	1								1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
20.0	Normal Line / SPOT	11/03/12-11/03/12	2	:30	20103- News @ 6pm Sa							1		1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
21.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	20055- News @ 6pm M-F	4		X	X	X	X			4	\$750.00	\$3,000.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
22.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	20055- News @ 6pm M-F	1								1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
23.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	20053- Entertainment Tonight	4		X	X	X	X			4	\$850.00	\$3,400.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
24.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	20053- Entertainment Tonight	1								1	\$850.00	\$850.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
25.0	Normal Line / SPOT	11/02/12-11/02/12	2	:30	115389- Blue Bloods						1				\$2,250.00		St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
25.0.1	Preempt	11/02/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
26.0	Normal Line / SPOT	11/03/12-11/03/12	2	:30	135472- Crimetime Saturday							1			\$1,000.00		St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
26.0.1	Preempt	11/03/12															St. Louis (KMOV) (KMOV)	S/I-Incorrect Entry/Exception - NCAA Football	

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27.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	42783- NCIS			1							\$3,750.00		St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
27.0.1	Preempt	10/30/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - rate/show is 100% over sold with political	
28.0	Normal Line / SPOT	11/01/12-11/01/12	2	:30	135458- Elementary					1				1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
29.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	99583- Mentalist								1		\$3,750.00		St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
29.0.1	Preempt	11/04/12															St. Louis (KMOV) (KMOV)	S/I-Incorrect Entry/Exception - prg airs in DB due to NFL	
30.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	107455- Good Wife								1		\$3,500.00		St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
30.0.1	Preempt	11/04/12															St. Louis (KMOV) (KMOV)	S/I-Incorrect Entry/Exception - prg airs in DB due to NFL	
31.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	115379- Hawaii Five O		1							1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
32.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	20063- Late Show with David Letterman	4		X	X	X	X			4	\$360.00	\$1,440.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
33.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	20065- Late Late Show with Craig Ferguson		1							1	\$360.00	\$360.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12

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34.0	Normal Line / SPOT	11/03/12-11/03/12	2	:30	20108- News @ 10pm Sat							1		1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
35.0	Normal Line / SPOT	10/31/12-10/31/12	2	:30	20062- News @ 10pm M-F				1					1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
36.0	Normal Line / SPOT	11/02/12-11/02/12	2	:30	20062- News @ 10pm M-F					1				1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
37.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	20062- News @ 10pm M-F		1							1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
38.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	105239- News @ 10pm M-F								1		\$2,000.00		St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
38.0.1	Preempt	11/04/12															St. Louis (KMOV) (KMOV)	S/I-Incorrect Entry/Exception - correct prg title or days to run	
39.0	Normal Line / SPOT	11/03/12-11/03/12	2	:30	20110- St. Louis Country							1		1	\$100.00	\$100.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
40.0	Normal Line / SPOT	11/03/12-11/03/12	2	:30	7A- CBS This Morning: Saturday							1		1	\$100.00	\$100.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
41.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	11:30P- 12A (CT)								1	1	\$175.00	\$175.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
42.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	8A- 10A (CT)								1	1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12
43.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	121146- Sports Sunday								1	1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/12/12

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